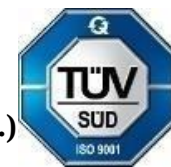




MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE (Deemed to be University)



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A Report on **Orientation Session on "Power BI Essentials"** Organized by **School of Management** in association with **MITs Skill Development Cell** on **31.10.2025**

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**
(Under Section 3 of UGC Act, 1956)
Madanapalle - 517325, Annamayya Dist., Andhra Pradesh, India





orientation session
on
Power BI essentials
Organized by **School of Management**
in association with **MITs Skill Development Cell**

**Resource Person**
Mr. Kumar Mayank Priyadarshi
Senior Executive - Projects
Aylin Technologies Pvt Ltd, Bangalore

**Date:- 31st October 2025****Time : 11AM ~ 12PM****Venue : Auditorium**

Chief Patron Dr. N. Vijaya Bhaskar Choudary Founder & Chancellor	Patron Mr. N. Dwarakanath Mrs. Keerthi Nadella Pro Chancellor Executive Director	Program Chair Dr. C. Vinu Raj Vice Chancellor (Ac)	Cochairs Dr. D. Pradeep Kumar Registrar (Ac) Dr. P. Ramanathan Principal
Convener Dr. Bhaskar Reddy Dean, School of Management	SDC Coordinator Dr. V B Thural Raj Asst. Prof., /EEE, SPOC - APSSDC	Event Coordinator Dr. K. Venkateswarlu Asst. Prof., / School of Management	

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Report Submitted by: Dr. K. Venkateswarlu, Assistant Professor, Department of Management Studies.

Resource Person Details: Mr. Kumar Mayank Priyadarshi, Senior Executive Projects, Aylin Technologies Pvt. Ltd, Bangalore.

Mode of Conduct: Offline

Report Received on 17.11.2025

In today's business environment, managers are expected to make decisions backed by data rather than assumptions. Almost every organisation—whether in marketing, finance, operations, or HR—relies on data analytics to understand trends and solve business problems. Power BI, a business intelligence tool developed by Microsoft, has become one of the most widely used platforms for this purpose. By understanding the significance of Power BI in the organizational context and employability, the Department of Management Studies in association with MITs Skill Development cell organised an orientation session on “Power BI Essentials” for MBA First-Year students and as well as II Year Non-Business analytics specialization students with the objective of familiarising them with the fundamentals of business analytics and data visualisation. The session was delivered by Mr. Kumar Mayank Priyadarshi, Senior Executive Projects, Aylin Technologies pvt ltd, Bangalore on 31.10.2025 from 11AM to 12PM and provided practical insights into how Power BI is used in modern organisations to support data-driven decision-making.

Objectives of the session

The objective of the session was to introduce MBA students to the fundamentals of Power BI and its role in transforming raw data into meaningful business insights. It aimed to familiarise students with key features such as data import, cleaning, modelling, and visualisation. The session also intended to build confidence in using analytical tools for informed managerial decision-making.



During the session, the resource person introduced Power BI as a comprehensive business intelligence tool developed by Microsoft. The speaker explained how the platform brings together data from various sources and transforms it into meaningful insights through interactive dashboards. Students were given an overview of the core components of Power BI, such as Power Query for data cleaning, data modelling for establishing relationships between datasets, and DAX formulas for creating calculated measures.

The resource person also demonstrated how Power BI simplifies the process of handling large datasets and converting them into visual formats like charts, maps, and KPI indicators. The participants gained an understanding of dashboard design principles and how effective visualisation supports managerial decision-making. The demonstration also included the process of publishing and sharing reports through the Power BI Service, highlighting how organisations collaborate on data-based insights.

The session further emphasised the relevance of Power BI across various functional areas of management, including marketing, finance, operations, and human resources. Real-time examples were shared to help students connect analytical concepts with real business applications. The resource person encouraged the students to adopt analytical thinking and develop familiarity with digital tools to enhance their career readiness.

Overall, the guest session was highly informative and interactive. It provided the MBA students with valuable exposure to a widely used analytical platform and helped them understand the growing importance of data analytics in managerial roles. The participants expressed that the session increased their confidence in working with data and motivated them to explore Power BI further for academic and professional purposes. Dr. Bhanusree Reddy, Dean SoM, thanked the resource person for a insightful session. The session was coordinated by Dr. K. Venkateswarlu, Assistant Professor, Department of Management Studies.

Outcomes of the session

The session enabled students to gain a foundational understanding of Power BI and its importance in supporting data-driven decision-making. Participants learned how to import, clean, and prepare datasets using Power Query, and they were introduced to the basics of data modelling and the use of DAX formulas. A total of 135 students actively attended the session and got benefitted from it.